

PUBLIC RELATIONS COMMITTEE REPORT

December 5, 2018

Presented by
ANGA Public Relations & Marketing
Committee

PR Committee Report - Agenda

- 2018 Image Survey Results
- “Fake News”
- 2018/2019 Media Campaign
- Alabama Cravings Update
- Alabama Cravings 2019

Image Survey Results

"Very Favorable" Ratings	Baseline (2006-2018)	2012	2014	2015	2016	2017	2018
Local Power	57%	50%	56%	64%	60%	58%	60%
Local Water	50%	42%	48%	57%	54%	53%	50%
Local Gas	53%	49%	54%	59%	56%	58%	52% ↓
Local Phone	41%	34%	39%	48%	42%	43%	44%
Local Cable	37%	31%	37%	44%	38%	36%	38%

Green Box: Increasing trend
Red Box: Decreasing trend

↑ Increased since previous period
 ↓ Decreased since previous period

Image Survey Results

Level of agreement with natural gas statements - Historical

"Completely" and "Somewhat" Agree	Baseline (2006-2018)	2014	2015	2016	2017	2018
Reliable energy source	84%	93%	83%	84%	86%	80% ↓
Warms your home	85%	92%	85%	83%	89%	81% ↓
Clean	78%	84%	76%	78%	83%	78% ↓
Economical	77%	82%	73%	78%	78%	75%
Safe	76%	81%	71%	81%	81%	76% ↓
Appliances safe	75%	80%	71%	79%	80%	72% ↓
Comfortable	76%	78%	77%	78%	82%	72% ↓
Heats water faster	74%	77%	75%	74%	82%	71% ↓
Better for cooking	69%	71%	69%	69%	76%	70% ↓
Precise cook temp*	75%	77%	71%	80%	78%	73% ↓
Dries clothes faster**	44%	45%	44%	44%	46%	48%

Green Box: Increasing trend

Red Box: Decreasing trend

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↓ Decreased since previous period

Fake News



SMART
NEIGHBORHOOD™



Measurement to Adjustment

How can we change the trends?

- Readjusting media to maximize product exposure
- Launch of Alabama Cravings cookbook and PR
- Grass Roots = You.

2018- 2019 Media Plan Objectives

Natural Gas Difference Campaign launched Monday, Nov. 26. (Nearly two months earlier than the past few years.)



2018- 2019 Media Plan Objectives

- Increase awareness and ultimately, favorability of natural gas during heating season.
- Increase top of mind awareness of product during State Cookbook launch.
- Maximize marketing efforts by running campaign pre-Spire campaign.
- Capitalize on Alabama Cravings launch.



Target Audiences

- Adults 25+
- Home energy decision makers in the ANGA DMA Markets.

Designated Market Areas (DMAs)

- Birmingham-Tuscaloosa-Anniston
- Mobile
- Huntsville-Decatur-Florence
- Montgomery-Selma
- Dothan

Run Schedule

Dayparts: Early Morning, News, Early Fringe, Early News, Prime, Late News & Weekends

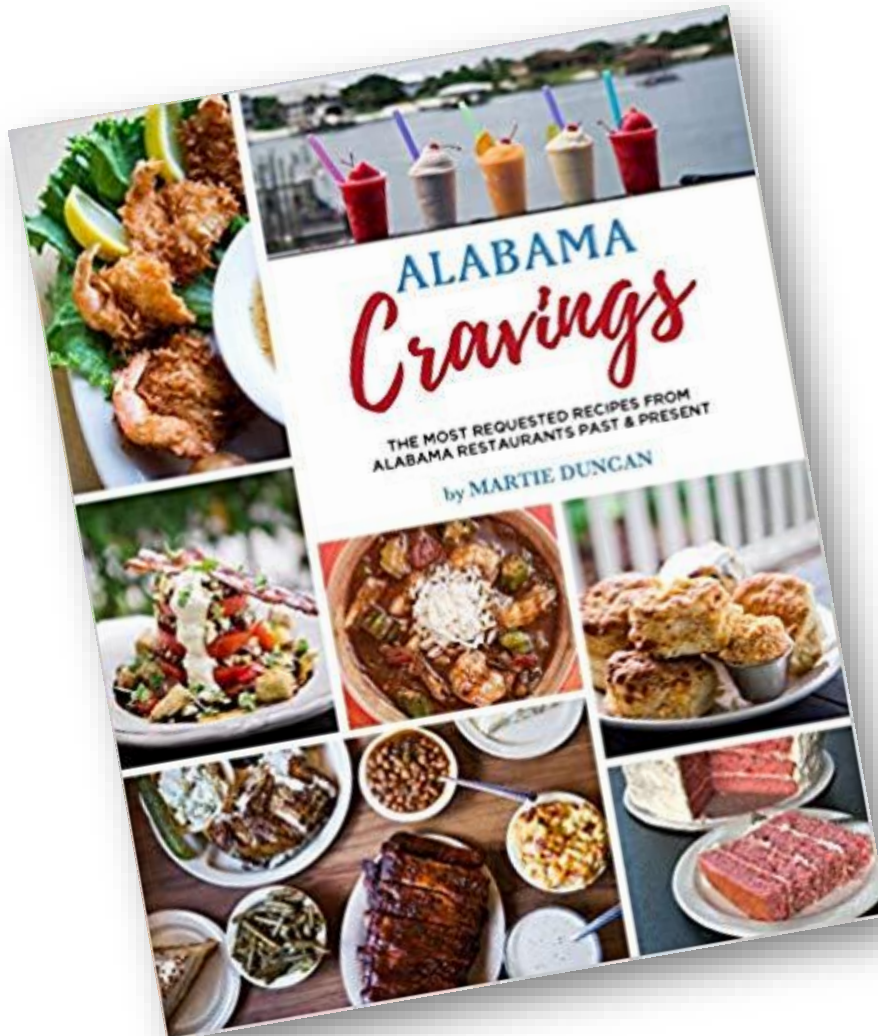
2018-2019	December					January			
Broadcast weeks begin on Monday	26	3	10	17	24	31	7	14	21
Markets:	Gross Rating Points Per Week								
Birmingham-Tuscaloosa-Anniston									
750 GRPs; 78% Reach; 8.4 Frequency; 4,847,915 Impressions	125/wk					125/wk			
Mobile									
750 GRPs; 77% Reach; 8.2 Frequency; 3,596,196 Impressions	125/wk					125/wk			
Huntsville-Decatur-Florence									
750 GRPs; 79% Reach; 7.4 Frequency; 2,563,847 Impressions	125/wk					125/wk			
Montgomery-Selma									
750 GRPs; 78% Reach; 7.6 Frequency; 1,477,260 Impressions	125/wk					125/wk			
Dothan									
750 GRPs; 69% Reach; 8.6 Frequency; 628,085 Impressions	125/wk					125/wk			

2018 PR Strategy

Goals and Objectives:

- Create a PR platform that helps promote the benefits of natural gas in a new and engaging way.
- Utilize earned media and social media to promote the PR platform.
- Provide local PR opportunities and promotions for all members.
- Promote our product and State as a whole.

Alabama Cravings



HOT OFF THE PRESS
It's here!



AL MEDIA RUN SCHEDULE


(Birmingham News, Huntsville Times, Mobile Register

11/23/2018, 11/25/2018, 11/28/2018,
11/30/2018, 12/02/2018, 12/05/2018,
12/07/2018, 12/09/2018, 12/12/2018,
12/14/2018, 12/16/2018, 12/19/2018,
12/21/2018, 12/23/2018, 12/26/2018,
12/28/2018, 12/30/2018



Alabama Cravings






Alabama Cravings
@alabamacravings

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Write a post...

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Posts

 **Alabama Cravings** shared a post.
Yesterday at 1:25 PM

Thank you, Bob Carlton!


 **Martie Knows Parties**
Yesterday at 11:20 AM

Bob Carlton wrote some nice words today about my new book, Alabama Cravings- in stores this Friday!
Signing Events This Week:
BIRMINGHAM
Friday, 11/30
11-2p...

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ABOUT ALABAMA CRAVINGS...

What Alabama dish or recipe is simply unforgettable? You gave me your favorite restaurant dishes and...

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Community See All

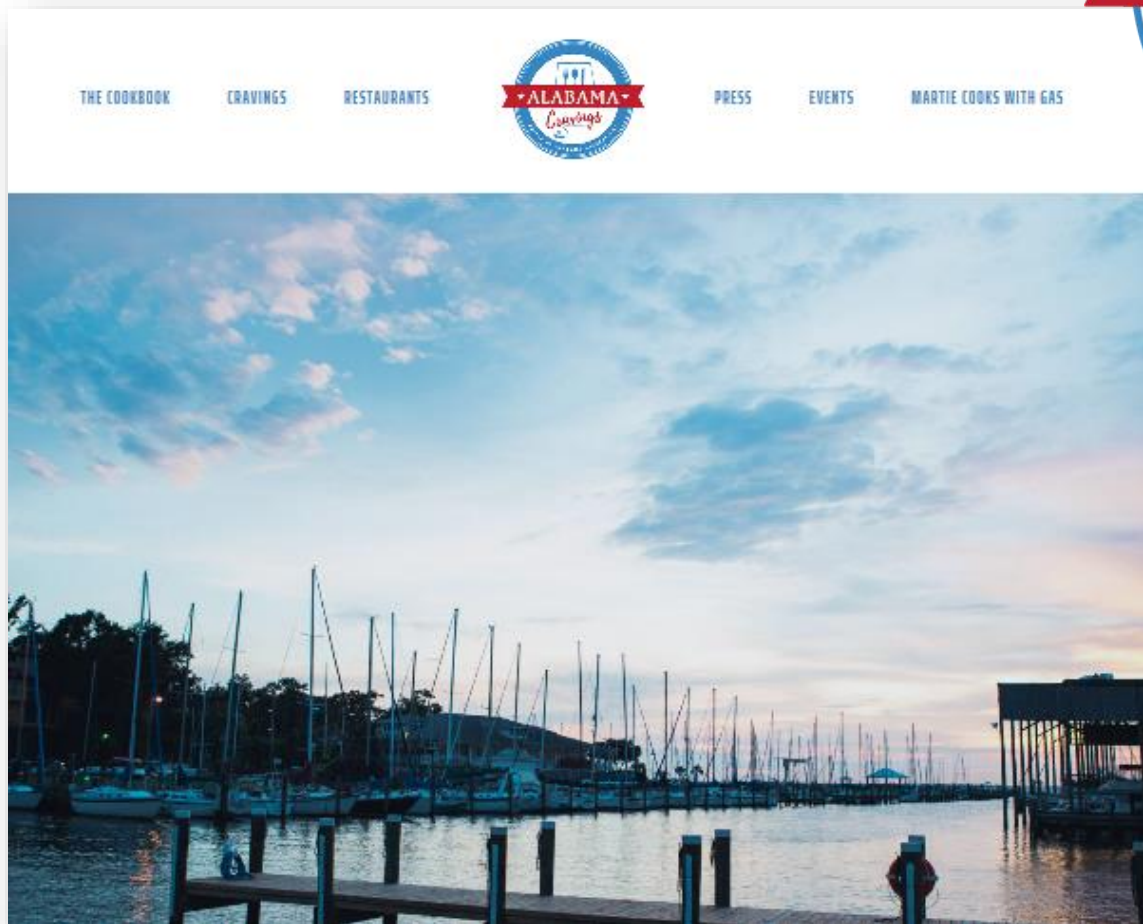
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Alabama Cravings



Alabama Cravings



Website
AlabamaCravings.com


Alabama Cravings



THE COOKBOOK CRAVINGS RESTAURANTS  PRESS EVENTS MARTIE COOKS WITH GAS

Benefits of Cooking with Natural Gas

In Cooking with Gas



Our Partner



You bring the passion. We bring the energy.

We are proud to bring you all the benefits of natural gas in your home and business. For more information, visit AlabamaNaturalGas.com.



Meet Martie



To the Alabama Natural Gas Association, thank you for making the Alabama Cravings dream a reality and for helping Martie Duncan shine a light on Alabama's restaurants and our vast food heritage.

Benefits of Cooking with
Natural Gas



Alabama Cravings



Current Book Tour – It's Growing NOVEMBER

11/30- Brombergs 11-2pm

11/30-99.5 Talk Radio Leland Whaley

DECEMBER

12/1- The Market at Pepper Place 10am

12/2- Brookwood Books a Million,
(Phone Interview with Mike & Stu)

12/3- 12/4-Travel

12/5- Grand Hotel (5-7)

12/6- Fox 10 Mobile 8am

Spire Book Signing

12/7- Panini Pete's Friday 4:30-7:00

12/8- Sunset pointe signing 12-3

12/9- Ed's Seafood Shed 12-3

12/10-Travel

12/11- Lambs Ear Bham 1-4pm

12/12- Spire Holiday Party Signing

Ray's at the Bank/Florence 5:30pm

12/13- Big Bob Gibson Decatur

12/14-Traditions by

Emily/Trussville

12/15- Books a Million - location

TBD

12/17- Governor's Mansion

Montgomery/Signing

12/19- Books a Million

12/20- Gus Mayer Summit 11-3



You & Alabama Cravings



OWN IT!

- As a member of ANGA, each utility can own the sponsorship and connection with Alabama Cravings.
- Use the Alabama Cravings logo on your site and link to AlabamaCravings.com.
- Utilize the social media content generated by Alabama Cravings on your social media sites.
- Use Martie Duncan as your Natural Gas Cooking Spokesperson.

You & Alabama Cravings



You & Alabama Cravings

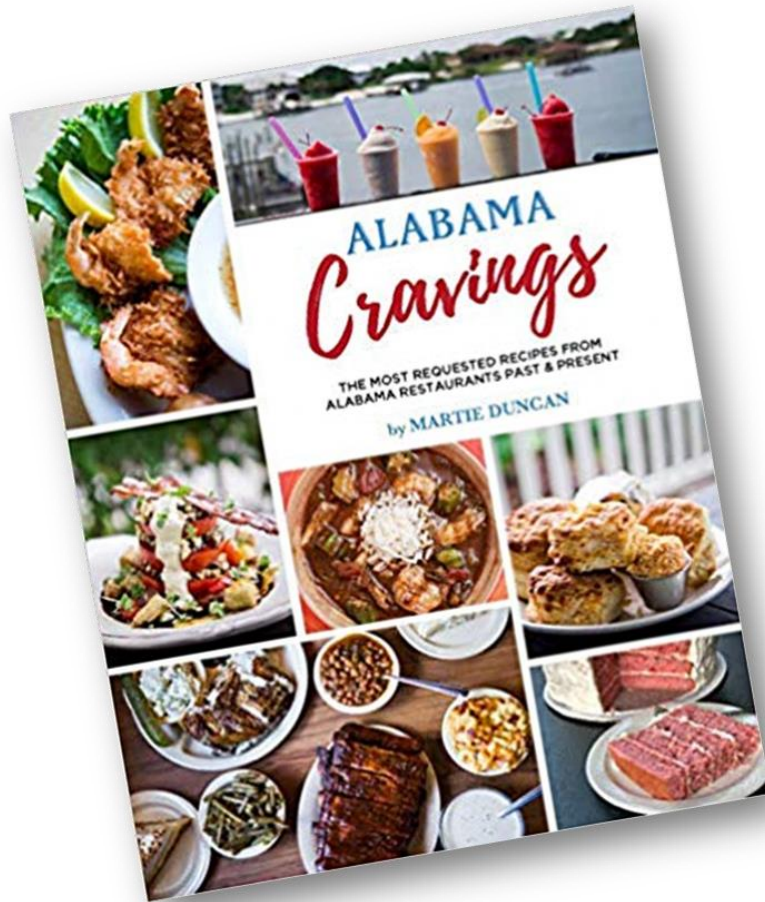
Own it!



“We’re proud to be a part of preserving and showcasing some of Alabama’s most craved recipes.”

You & Alabama Cravings

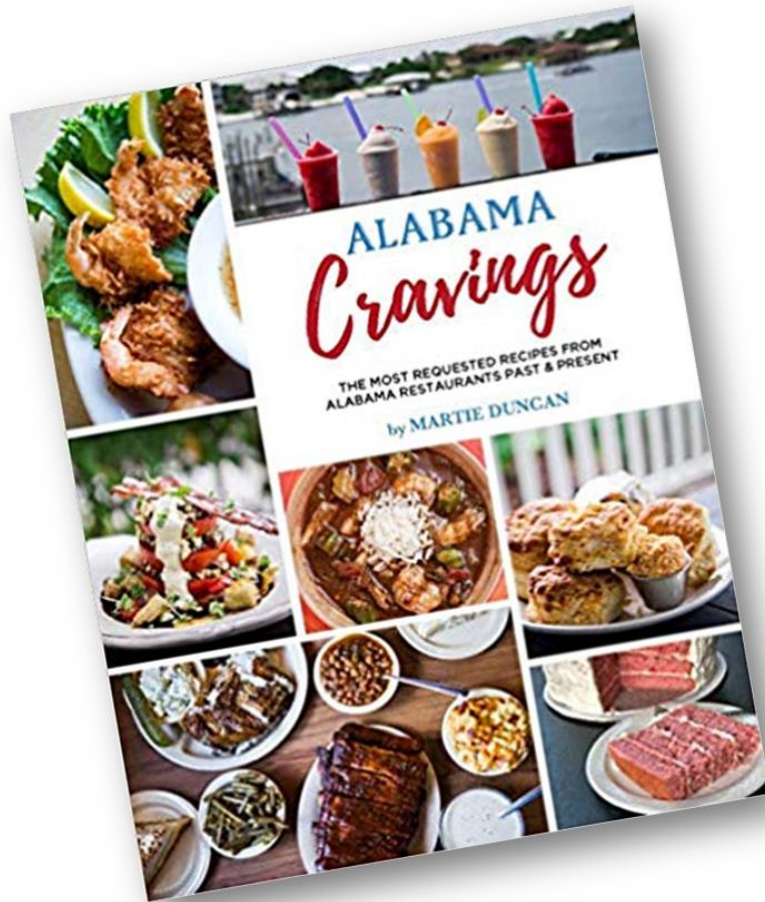
Own it!



Schedule Martie for book signings and or cooking demonstrations for your customers and employees

You & Alabama Cravings

Own it!



Book Prices

Retail: \$27

Wholesale: \$13

Employee Book Signing: \$20

Alabama Cravings 2019

- Lots of shareable content (How To's, Chef Interviews, Recipes and Photography)
- More Organic Media
- Wearables (Alabama Cravings hats and aprons)
- Monthly “Own it” emails with content suggestions and ways to help promote natural gas and your utility.

Q & A